

## ABSTRACT

A liquid crystal display has an LCD controller, a microcomputer, and a storage section. The LCD controller is capable of setting up an image display period for performing display based on input image data and a black display period for performing display based on black display data, within one field period. The microcomputer switches the mode of the LCD controller between an impulse-drive mode having the image display period and the black display period within the one field period, and a hold drive mode having only the image display period. The storage section stores sets of reference gradation voltage data that are previously specified. A reference gradation voltage, which is generated at a reference gradation voltage generation section and used for driving the liquid crystal display panel, is variable according to the mode. Thus, it is possible to realize the liquid crystal display that can suppress changes in gamma characteristics so as to prevent deterioration of display quality even when the mode is switched.